



GWINNETT PLACE COMMUNITY IMPROVEMENT DISTRICT

Media Release

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## **MEDIA ALERT**

### **Gwinnett Place CID Increases Successful Security Patrols During Holiday Shopping Season – Ride-Along Available**

As part of its ongoing commitment to increase public safety in Gwinnett County's central business district, the Gwinnett Place Community Improvement District (CID) will provide increased community security patrols for shoppers and visitors beginning on Thanksgiving Day and throughout the holiday shopping season.

Additional security presence in the greater Gwinnett Place includes private security professionals contracted by the CID. These uniformed patrol officers work in cooperation with the Gwinnett County Police to notify law enforcement of potential criminal activity, and also provide motorist and commuter assistance.

**WHAT:** Media are invited to ride in CID-marked automobiles along the security routes that will be extended during the holiday.

**WHEN:** Monday, Nov. 14 – Friday, Nov. 18 from 8 a.m. – 10 p.m.

Monday, Nov. 21 – Wednesday, Nov. 23 from 8 a.m. – 10 p.m.

**WHO:** Joe Allen, executive director, Gwinnett Place CID and On-duty CID security patrol officer.

**WHY:** Shopping centers, department stores and other retailers occupy more than 385 acres in the greater Gwinnett Place area, and more than 160,000 people live and work in the area. The area has benefitted from a 29 percent reduction of crime since 2007 when the CID began its public safety efforts.

**CONTACT:** To schedule a ride-along or for more information, contact Joe Allen at 678.924.8171 or Maggie McDaniel at 404.814.1330

### **About Gwinnett Place CID**

The Gwinnett Place Community Improvement District was founded in 2005 and its mission is to enhance the economic vitality of Gwinnett's central business district by strengthening the area's role as the center of commercial activity. With its proximity to the world-class Infinite Energy Center venue and the Interstate 85 and Georgia Highway 316 corridors, Gwinnett Place serves as the gateway to the Atlanta region and all of Northeast Georgia.

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